



## INTRODUCTION

This plan, which sets the course for the association for the next 3 years, is the result not only of the hard work of previous planning groups, but of a 6-month process that commenced last November. Acknowledging the multiple demands on members' time, the Executive Board determined we would streamline the planning as much as possible. Our MLA Steering Committee, with additional volunteers from the membership, formed the planning work group chaired by Denise Davis. A survey of members was conducted and the committee analyzed and used the resulting data to build on the existing plan to create the document that will serve as the guide for MLA's next 3 years.

Because we are an association of equals as library professionals, we didn't want to be prescriptive; instead we want to engage and challenge the leadership and members of the Divisions, Panels, and Interest Groups to use the Vision, Mission and Goals to create the specific actions in their annual work plans and decide what metrics to use to evaluate progress. We expect that these metrics will be chosen as work plans are developed and will likely comprise a separate document as a supplement to this plan.

Over the next three years the Steering Committee will play an important role in implementing various aspects of the plan. For example, some aspects of the plan such as improved communication with members, succession planning for MLA itself, planning for possible professional marketing consultation, as well as annual assessments of the plan to keep us on course will be the responsibilities primarily of the Steering Committee.

Libraries of all types have never been more necessary and vital than they are today. With this plan's Goals we will support, strengthen and advocate for all of our Maryland libraries and our library staff and ensure that we are equipped to meet the significant challenges ahead.

Many thanks to the people who participated in the planning.

**This Plan was created and proposed by the FY2017**

**MLA Strategic Planning Steering Committee**

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## STRATEGIC PLAN FY2018 – FY2020

JULY 1, 2017 – JUNE 30, 2020  
APPROVED BY THE MLA EXECUTIVE BOARD  
JUNE 2017

### MISSION STATEMENT

The Maryland Library Association builds and promotes a strong, engaged, knowledgeable, diverse and inclusive library community to advance the transformational impact of Maryland's library staff and libraries.

### VISION STATEMENT

With an inclusive culture and a diverse, engaged membership, the Maryland Library Association is recognized as fundamental to the success of library staff and libraries throughout Maryland.

**GOAL 1 – MLA professional development and training initiatives empower members to successfully address pivotal challenges and opportunities for the Maryland library community.**

**Objective 1:** Ensure the MLA Annual Conference remains the premier professional development and training opportunity for Maryland's library community.

**Objective 2:** Increase the convenience, affordability, and geographical accessibility of MLA's professional development and training opportunities and initiatives.

**Objective 3:** Ensure the continued relevance, quality, and value of MLA's professional development and training opportunities.

**Objective 4:** Embrace innovative formats for delivering professional development.

## GOAL 2 - MLA fosters and promotes highly effective advocacy for the Maryland library community, conveying the needs, principles, and value of libraries.

**Objective 1:** Ensure MLA's Legislative Panel remains the premier advocate for libraries and the library profession in Maryland.

**Objective 2:** Empower MLA members with advocacy and negotiation skills, and equip members with knowledge of Maryland and federal legislation, and aspects of government that affect libraries and their future.

**Objective 3:** Enhance the ability of library leaders and members to uphold and advocate for the core values of libraries including access to information, confidentiality/privacy; democracy; equity, diversity and inclusion; intellectual freedom; and social responsibility.

**Objective 4:** Ensure that MLA Officers and the Intellectual Freedom Advisory Panel are "go to" resources for best practices on sustaining intellectual freedom, protecting privacy and access.

## GOAL 3 – The library community is well-informed about MLA and the opportunities and value it provides.

**Objective 1:** Ensure effective communication to MLA members.

**Objective 2:** Expand channels for communication with the membership.

**Objective 3:** Enhance marketing efforts to potential members.

**GOAL 4 – MLA fosters an inclusive organizational culture, representing a growing and increasingly diverse organization, and prepares members for leadership opportunities.**

**Objective 1:** Engage new segments of the library profession in MLA activities, membership and leadership, incorporating strategies to enhance diversity, inclusion, and succession planning.

**Objective 2:** Prepare MLA members for roles as MLA officers.

**Objective 3:** Provide leadership training and development opportunities.

**Objective 4:** Study/conduct succession planning for MLA's organizational future.